

Sample “Speed Marketing Plan” for a Consultant

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
GOAL <i>Specific, measureable objectives to be accomplished in a time period.</i>	TARGET <i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i>	STRATEGIES <i>Strategies that will attract the specific people or organizations you’re trying to reach with a compelling offer that meets their interests/needs.</i>	CHANNELS/MESSAGES <i>Tools or channels you’ll use to reach your targets. What’s unique or special about your product/services/bio? Which messages and messengers will be persuasive?</i>	CALENDAR <i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i>	MEASUREMENT <i>How will you track results? How will you evaluate the effectiveness of each tactic?</i>
Sample Goal #1					
Increase annual billing by 15% over the next 12 months.	Lapsed clients Existing clients New clients	Create a new service or product offering to market to existing or lapsed clients. Create a referral program for clients with a significant reward for making a referral. Phase out unprofitable clients to free up time for ideal clients. Solicit speaking opportunities.	Channels: Phone calls, website, events, social media, networking Message: “Our new service can cut your HR costs by 25%.” Messengers: Current and former clients; experts in your field.	Daily sales calls and networking. Daily social media posts. Weekly networking events. Biweekly speaking engagements. Monthly emails to current, lapsed, and potential clients.	<ul style="list-style-type: none"> • # of new clients • # of former or existing clients purchasing new services. • # of leads generated at each networking and speaking event. • # of sales calls made. • % of leads that result in sales. • Increased profitability.

Sample Goal #2

Attract at least 2 new private chef clients per month	Busy, working parents (especially with babies) who want farm-to-table, whole grain cuisine for their weekly meals and dinner parties.	Focus on recruiting clients in one specific neighborhood at a time. Sponsor and attend local food events. Partner with like-minded restaurants, stores and businesses. Create a package of 30 meals to give as a gift for new parents.	Channels: Postcards, social media, listservs. Place postcards in office buildings where busy, well-paid people work. Run Facebook ads targeted to your zip code. Message: "Delicious local food for your family's needs."	Daily/weekly posts with what's in season, recipes, shout outs to other local businesses, photos of funny-looking veggies. Attend at least 4 local events per month. Monthly postcard drop-offs. Monthly paid Facebook ads.	# of leads per month # of new clients per month Average sales per client Cost and time requirement of each tactic versus results Which events provide the best leads Referral sources
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Sample Goal #3

Get 5 new clients for my gardening business in the next calendar year.	Homeowners in 2 target communities.	Create referral program for former clients in those communities. Exhibit at town fairs or events in the target communities. Create a postcard with a beautiful sample project on front. Offer a free 30-minute garden consultation for prospective clients.	Channels: Phone calls, emails, local events (with raffle for free services) to acquire prospects. Messengers: Satisfied customers.	Daily/Weekly sales calls to get accounts. Ongoing thank you calls and referral requests for all customers. Monthly exhibit or sponsorship of local events. Monthly postcard distribution.	# of contacts made # of emails and leads gathered at events # of new clients Info on how each new client heard about us. Profit after expenses
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